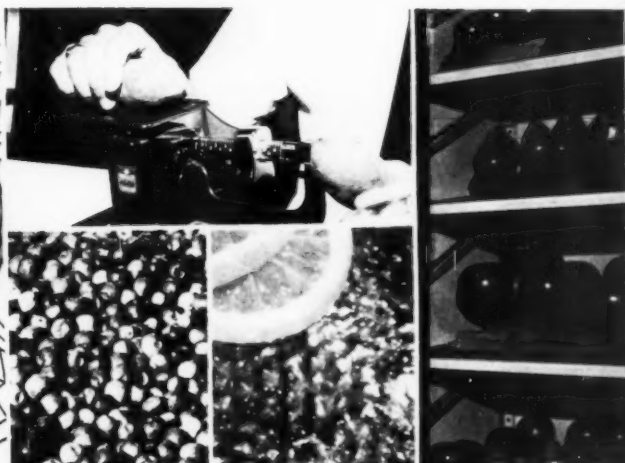


USDA AGRICULTURAL MARKETING



DECEMBER 1967 Vol. 12, No. 12



SHOULD YOU BUY
BANANAS WHEN
THEY'RE GREEN? WHAT
ARE THE BEST KINDS
OF APPLES FOR PIES?
HOW CAN YOU TELL
IF A GRAPEFRUIT
WILL BE JUICY?
SEE PAGE 4.

C&MS Personnel Spotlight on School Lunch Home Economist

DOES A NEW lasagna recipe provide enough protein-rich food to meet nutrition requirements of the National School Lunch Program? This is the kind of question put to home economists like Paula Linch, who is a trainee with the Technical Services Branch of the School Lunch Division, U.S. Department of Agriculture.

This group of 10 home economists has an important role in the USDA's Consumer and Marketing Service food aid programs to benefit school children and needy families. With the professional skills of dietitians, nutritionists, economists and technologists—they apply latest research knowledge to help solve the complex technical and human problems of nutrition . . . food use . . . and food service management.

The ground rules and basic handbooks for the National School Lunch Program are developed by the Technical Services Branch, with the help

of other home economists in C&MS district offices. As part of Paula's training, she helped develop tables for a new food costing guide that will soon be added to the other basic handbooks.

Home economists also act as consultants and advisors to State school lunch supervisors by helping to teach the why's and how's of food planning and management in training workshops for cafeteria managers.

Official Government decisions about foods for donation to schools, institutions and needy families also require the home economists' judgment. For instance, Paula recently reviewed USDA food consumption survey results to help find out how much peanut butter could be donated to various sized families every month. As a result of the findings, the family food donation program will update its suggested rate of distribution for peanut butter.

This year, Paula, as part of her training, will take part in taste testing a variety of fruits and vegetables slated for donation to schools, to help decide whether they're up to standards. She will try purple plums, canned peas, raisins, canned and dehydrated sweet potatoes, tomatoes and green beans, to name a few.



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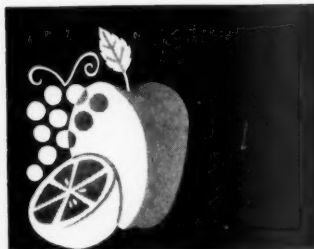
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COVER STORY

New C&MS booklet *How to Buy Fresh Fruit* can help you find the answers. See page 4.



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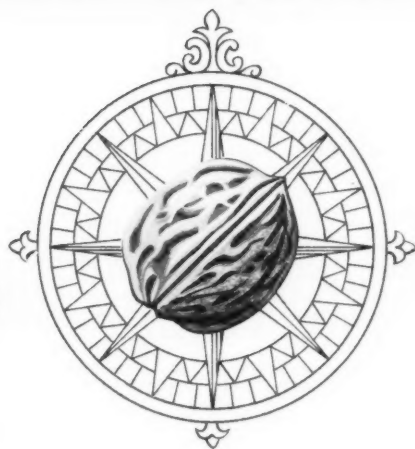
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AGRICULTURAL MARKETING is published monthly by the Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. The printing of this publication was approved by the Bureau of the Budget July 7, 1966. Yearly subscription is \$1.50 domestic, \$2.25 foreign. Single copies 15 cents each. Subscription orders should be sent to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20250.

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Charting the Course for **MARKETING ORDERS**

By Charles A. Rusk



To weather economic storms, a program for fruits, vegetables, or nuts can't be left to chance.

IT WOULD BE sheer folly for a ship's captain to give his crew the word to cast off on an important voyage without first carefully charting the course ahead.

Similarly, growers and handlers at the helm of Federal marketing order programs for fruits, vegetables, and nuts need to carefully chart a course for recommended actions that should be taken during each forthcoming marketing year.

That's the reason for the *marketing policy statement*, prepared in advance of the crop marketing season by each order's administrative committee. Ideally, it gives a complete, comprehensive picture of the industry's status and the market potential for its commodity.

To illustrate what goes into its development, let's take a look at the marketing order covering walnuts handled in California, Oregon, and Washington. This is one of 47 Federal marketing agreement and order programs created for orderly marketing of fruits, vegetables, and nuts. Its purpose is to insure that only the better quality walnuts move to market . . . and in orderly fashion according to the ability of each market outlet (inshell, shelled, or export) to absorb them at reasonable returns to growers.

A Walnut Control Board, comprising industry-elected growers and handlers, administers the order with guidance from specialists in the Fruit and Vegetable Division of the

U.S. Department of Agriculture's Consumer and Marketing Service.

For the walnut order—as for most other orders—the marketing policy statement serves as the foundation for making wise recommendations on how the crop should be marketed, and the quality regulations that should apply each season. In arriving at this determination, the Walnut Board considers supply, demand, competitive forces, and market prices—using the latest, most accurate information available, as well as data from previous marketing seasons.

The Board first gets a reading on the size of the forthcoming walnut crop, using data from a joint USDA-State crop survey. Covering California orchards—which produce 95 percent of the total walnut crop—the survey employs an objective crop estimating technique. It begins about July 15 while the nuts are still immature. Data from sampled trees is put on punch cards, fed into computers, and related to acreage and other data from previous years to arrive at a reliable crop forecast.

Next, from reports filed and from contacts with packers and shellers, the Walnut Board ascertains the quantity of walnuts carried over from the previous marketing year. This quantity—along with the expected orchard-run production for the current season as furnished by the USDA-State crop survey—makes up the total U.S. supply of walnuts.

Estimating the quantities that will be needed to supply U.S. inshell and shelled outlets comes next. The Walnut Board looks at data on movement of walnuts in past marketing seasons and adjusts it to current trends taking place in the market for inshell and shelled walnuts. An allowance is made for a suitable carryover of walnuts into the next year, to assure that enough are available to fill needs until a new crop is harvested.

The Walnut Board looks, too, at the import competition picture, which has a bearing on the market—particularly on trade demand for shelled walnuts. Most imports during the U.S. marketing season come—in shelled form—from India, Turkey, France, Rumania, and Iran. Imports of inshell walnuts are negligible.

With an eye to the future—when larger crops can be expected—the Board then looks at export outlets for walnuts. To continue developing these markets, the Board allocates a small part of each crop for export.

Utilizing all these tools—cold facts, figures, and human tastes—the Walnut Board arrives at a marketing policy, along with recommendations for volume and quality regulations in the forthcoming harvest and marketing season which usually begins in mid-September. Once adopted and issued by USDA, the regulations apply to all handlers of walnuts during the marketing year.

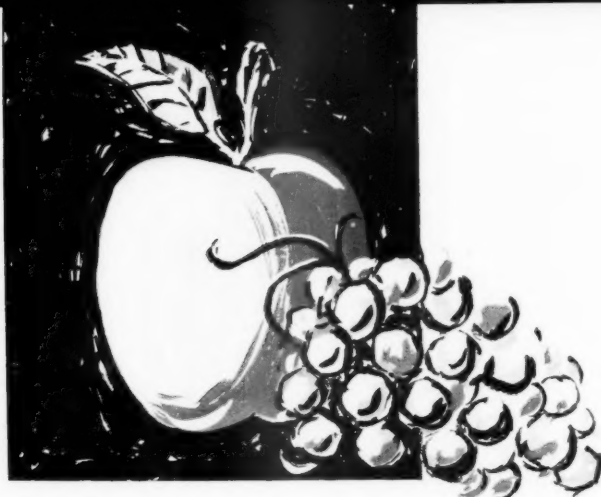
Charting the economic course to be followed in the season ahead is obviously no easy task for the walnut industry—or, for that matter, any other industry that utilizes a Federal marketing order.

But such vigilant advance planning can result in smoother sailing—with maximum benefit—for the industries that put forth this effort.

The author is a marketing specialist with the Fruit and Vegetable Division, C&MS, USDA.

How to Buy FRESH FRUIT

A new C&MS booklet can help you be an "expert" in the produce department.



SHOULD YOU BUY bananas when they're green? What are the best kinds of apples for pies? How can you tell if a grapefruit will be juicy? You might appreciate a little help from the U.S. Department of Agriculture when you shop for fresh fruit. The answers to these and many other questions on fruits are in "How to Buy Fresh Fruit."

The booklet also contains some general good hints on shopping in the produce section of your food market and a handy glossary of terms to describe fruit quality, which should help you feel more at home in the esoteric world of marketing experts.

GENERAL TIPS

Some sample buying advice from marketing specialists of USDA's Consumer and Marketing Service:

- Don't buy *just* because of low price. Unless the lower price is a result of overabundance of the fruit at the time, the so-called bargain may be undesirable.

- Buy only what you need. You can usually buy a full week's supply of fresh fruit to store in your home refrigerator. But even if a product is cheaper in quantity, it doesn't pay to buy it only to throw it away.

- Appearance counts, but it isn't everything. Select fruit for best eating quality rather than outer appearance alone if you want to shop economically. Appearance and quality are closely associated in many respects, but fine appearance does not always denote fine quality. A fruit with poor appearance due to poor color or superficial blemishes may

have excellent eating quality.

- Buy in season. Quality is usually higher and prices lower.

- Shop for plentiful. Through newspapers, radio, and television, the U.S. Department of Agriculture tells you each month which fruits are in good supply and worthy of your special attention. Such plentiful foods are usually good choices and reasonably priced.

- Don't pinch! Rough handling of fruits while you are selecting them causes spoilage and waste. Such loss to the grocer usually is passed on to the consumer. When you must handle a fruit to judge quality, use thoughtful care to prevent injury.

FRUITS IN SEASON

During December, several fruits will be in good supply in most parts of the country. Some inside information from "How to Buy Fruits" on some of these follows.

Many varieties of *apples* are in season, so you can choose the best varieties for whatever use you have in mind. For good eating as fresh fruit, Delicious, McIntosh, Stayman, Golden Delicious and Jonathan are suitable. For making pies and applesauce, use the slightly acid varieties, such as Jonathan, York, Grimes Golden, and Newtown. For baking purposes, the firmer-fleshed varieties — Rome Beauty, Red Rome, Northern Spy, and Rhode Island Greening — are some of the recommended varieties.

Whatever variety you choose, look for firm, crisp, well-colored apples. Apples must be mature when

picked to have a good flavor, texture, and storing ability. Most apples are marketed by grade, and many consumer packages show the variety, the grade, and the size.

The U.S. grades for apples are U.S. Extra-Fancy, U.S. Fancy, U.S. No. 1, and combinations of these grades. Apples from the far western States are usually marketed under State grades which are similar to Federal grades. The qualities of color, shape, maturity, and freedom from defects — appearance in general — determine the grade.

Avoid overripe apples — indicated by a yielding to slight pressure on the skin and soft, mealy flesh — and badly bruised apples. Scald on apples (shown by irregular-shaped tan or brown areas) may not seriously affect eating quality of apples.

Bananas have a wonderful ability to ripen after they are picked green. They are sensitive to cool temperatures (below 55 degrees) and should never be put in the refrigerator.

Look for bananas that are firm, bright in appearance, and free from bruises and injury. The stage of ripeness is indicated by the skin color. Best eating quality is reached when the solid yellow color is speckled with brown. Avoid bananas with dull, grayish appearance. This usually means they have been exposed to the cold and will not ripen properly.

One good thing about *grapefruit* is that it is picked "tree ripe" and is always ready to eat when you buy it in the store. Look for firm, well-shaped fruit that is heavy for its size. A general rule is that thin-

skinned grapefruit usually is more juicy than coarse-skinned fruit. If the fruit is pointed at the stem end, it is likely to be thick-skinned.

Grapefruit often has skin defects, such as scale, scars, thorn scratches, or discoloration, which usually don't affect eating quality.

Avoid soft, discolored areas on the peel of the stem end, "water soaked" areas, loss of bright color, and soft or tender peel that breaks easily with finger pressure. These are all symptoms of decay and this definitely has an adverse affect on flavor.

GLOSSARY OF TERMS

When talking about fresh fruit, there is a difference in meaning between such terms as mature and ripe, decay and internal breakdown. And many people are not quite sure of the correct interpretation of such terms as firm, soft, ground color, or which end is the blossom end on a melon.

For that confident feeling of being a produce expert, write for your free copy of "How to Buy Fresh Fruit," Home and Garden Bulletin No. 141. Address your request — postcard is best — to the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Be sure to include your ZIP code.



to help you choose

New Exhibit Tells Consumers About Grades For Food



"**U**SDA GRADES—To Help You Choose," a new U.S. Department of Agriculture exhibit designed to tell the food shopper how to make use of USDA grades in buying food, had its premier showing this fall at two food expositions.

Large crowds at both the World Food Exposition, in Madison, Wisc., September 15-21, and the Pan-American Food Exposition, in Miami, Fla., October 25-27, visited the exhibit displayed by USDA's Consumer and Marketing Service.

The 20-foot exhibit features audience participation. It permits the visitor to test his knowledge of the USDA grade marks for food, obtain tips on how to buy various foods, and get a recorded message on what the USDA grades mean, who can use them, and where they can be found.

Also explained, in one section of the exhibit, is the difference between the round USDA inspection

marks, which assure the wholesomeness of meat and poultry, and the shield-shaped USDA grade marks, which are guides to food quality.

Five panels in the exhibit give "how to buy" information, at the push of a button, on poultry, eggs, fruits and vegetables, dairy products, and meat. Brochures containing the same and additional information are distributed to exhibit visitors.

Also part of the exhibit is a revolving pylon displaying lighted color transparencies of various foods bearing the USDA grade marks. At the base of the pylon are earphones through which visitors can get a recorded message on how USDA grades can "help you choose."

The exhibit is available for display at National and State meetings, fairs, and similar events through the Exhibit Service, Office of Information, U.S. Department of Agriculture, Washington, D. C. 20250.

COTTON GETS A BOOST

The Cotton Research and Promotion Act enables growers to improve cotton's competitive position and expand marketing possibilities.

By Alvin Deck

A GIANT STEP has been taken by cotton producers toward insuring their industry's future.

In July 1966 Congress passed the Cotton Research and Promotion Act. Its purpose is to "enable cotton growers to establish, finance, and carry out a coordinated program of research and promotion to improve the competitive position of, and . . . expand the markets for, cotton."

The growing competition from manmade fibers made the need for intensified cotton research and promotion increasingly evident. From 1957 to 1966, cotton's share of the total fiber market dropped from 65 percent to 51 percent. Conversely, the share of synthetic fibers climbed from 28 percent to 43 percent in the same period. During this 10-year span, the use of non-cellulosic fibers—principally nylon, acrylic, and polyester—nearly tripled.

Much of the phenomenal growth of synthetic fibers is attributed to research and sales promotion. In 1965 manufacturers of manmade fibers spent an estimated \$200 million for the development and promotion of their product—about seven times as much as the combined public and private outlays for cotton research and promotion. In sales promotion alone, the ratio of expenditures was about 16 to 1 in favor of synthetic fibers.

Most cotton producers supported the Cotton Research and Promotion Act because they recognized cotton's need for an accelerated program. After its enactment, the U.S. Department of Agriculture held public hearings on a proposed Research

and Promotion Order and determined that a referendum should be held among cotton producers to decide whether such an Order should be issued. Cotton producers approved the Order and it became effective December 31, 1966.

The Act and Order provided for an assessment of \$1 per bale from upland cotton producers for cotton research and promotion. Other major provisions include:

(1) Any producers not desiring to support the program may request a refund of assessments paid;

(2) A 20-man Cotton Board, selected by the Secretary of Agriculture from nominations made by cotton producer organizations, administers the program;

(3) The Board also designates handlers to collect the assessments and formulate regulations (subject to USDA approval) to govern the collection and refund procedures; and, in addition,

(4) It contracts with a cotton producer organization for the development and implementation of research and promotion projects.

The Board designated first buyers of cotton, including cooperatives and other marketing agencies, as collecting handlers of the \$1 per bale producer assessments. Rules and regulations governing collection and refund procedures were also developed by the Board and approved by USDA. Collection of the \$1 per bale started at the beginning of the 1967-68 ginning season.

The Cotton Board contracted with the Cotton Producers Institute to develop a proposed research and promotion program and to implement the program after its approval by the Cotton Board and USDA. The Institute is governed by a Board of Trustees consisting of 51 cotton producers selected by the same cotton producer organizations that made nominations for Cotton Board membership. CPI developed a program for 1968 based on a budget of \$8 million. Of this, \$6.5 million would come from assessments and

\$1.5 million would be provided from funds transferred from the old Cotton Producers Institute to the newly reconstituted Institute.

The CPI Board of Trustees submitted this proposed 1968 program of research and promotion to the Cotton Board. The Cotton Board approved the program and supporting budgets and recommended approval by USDA.

Two USDA committees—one for research and one for promotion—reviewed the proposed program. Both committees found the projects and supporting budgets in accord with the purpose and intent of the Act and Order and USDA subsequently approved the program.

About \$5.3 million or two-thirds of the \$8 million program for 1968 will be devoted to sales promotion. Over 85 percent of these funds will be channeled to advertising in printed publications—principally national magazines and daily newspapers. Some other promotion projects are television programs, fabric libraries, retail sales training and fashion shows.

The research program for 1968 includes projects relating to almost all areas of cotton research—insects, diseases, weeds, yield, quality, mechanization, processing, marketing, mill processing and finishing, quality improvement of consumer products, product development and cottonseed. The largest expenditure of funds, however, will be devoted to product development and improvement.

In endorsing this first annual research and promotion program, Secretary of Agriculture Orville L. Freeman commended cotton producers for taking the initiative in putting together a program which will strengthen cotton's competitive position and improve and expand its markets.

The author is assistant to the Director, Cotton Division, C&MS, USDA.

FAMILY FOOD HELP IN USA

August 1967

State	Total Population (Number)	Percent Living in Areas with Family Food Program	People Who Get Food Stamps or Commodities (Number)
Ala.	3,266,740	60.6	157,275
Alaska	226,167	1.2	76
Ariz.	1,302,161	100.0	97,214
Ark.	1,786,272	98.1	125,131
Calif.	15,717,204	72.4	176,916
Colo.	1,753,947	97.6	37,082
Conn.	2,535,234	20.3	8,460
Dela.	446,292	100.0	22,629
D.C.	763,956	100.0	18,628
Fla.	4,951,560	73.3	131,951
Ga.	3,943,116	73.3	162,127
Hawaii	632,772	100.0	8,397
Idaho	667,191	24.1	4,787
Ill.	10,081,158	91.3	169,021
Ind.	4,662,498	94.2	66,174
Iowa	2,757,537	91.7	42,203
Kansas	2,178,611	39.9	22,383
Ky.	3,038,156	98.2	154,664
La.	3,257,022	42.5	103,418
Maine	969,265	54.1	12,929
Md.	3,100,689	74.7	49,140
Mass.	5,148,578	30.8	33,784
Mich.	7,823,194	99.3	161,869
Minn.	3,413,864	84.7	57,458
Miss.	2,178,141	100.0	392,936
Mo.	4,319,813	69.0	90,271
Mont.	674,767	30.3	18,516
Neb.	1,411,330	61.3	14,346
Nev.	285,278	64.4	2,609
N.H.	606,921	60.7	5,458
N.J.	6,066,782	60.5	42,261
N. Mex.	951,023	98.6	58,255
N.Y.	16,782,304	95.9	452,326
N.C.	4,556,155	81.1	121,150
N.D.	632,446	60.8	12,767
Ohio	9,706,397	88.8	252,981
Okla.	2,328,284	98.6	212,724
Ore.	1,768,687	98.9	51,647
Pa.	11,319,366	99.5	230,711
R.I.	859,488	74.6	19,626
S.C.	2,382,594	16.5	20,930
S.D.	680,514	52.6	19,212
Tenn.	3,567,089	74.4	116,495
Texas	9,579,677	69.5	148,757
Utah	890,627	99.9	19,569
Vt.	389,881	81.2	9,381
Va.	3,966,949	18.5	20,275
Wash.	2,853,214	100.0	62,720
W. Va.	1,860,421	100.0	110,486
Wisc.	3,951,777	91.5	61,678
Wyo.	330,066	100.0	6,461
SUB-TOTAL	179,323,175	78.3	4,370,264
Puerto Rico	2,349,544	100.0	535,191
Virgin Islands	32,099	52.3	3,786
Other territories	205,770	4.5	5,697
GRAND TOTAL	181,910,588	78.5	4,914,938

Notes: Population figures are based on 1960 Census. Changes in population since then would change the percentages slightly. Some of the figures are partly estimated where programs cover only part of a city or county. Some areas with a food program did not make an actual distribution during the month.

The FORECAST

Home freezing is a safe, easy way to preserve meats so that they retain their original nutritive value

THE MOST MODERN convenient method of preserving foods in the home is freezing. Frozen foods have a place in most home menus, either as a regular item, an occasional emergency dish, or an out-of-season treat. Whether she lives on a farm or in the city, the homemaker knows the advantages of frozen foods. They're timesavers and provide variety in meals all year round.

Plan your menus to give the necessary daily food requirements, but remember that variety is equally important. No item lends itself more readily to variety in menu making than does meat. There are various kinds of meat and many different cuts from which to choose—beef, veal, pork, lamb, turkey, chicken, and duck. All are available the year round, but there are certain times of the year when some meats are more plentiful and cheaper. Take advantage of these times to stock your freezer with fresh, wholesome meats.

Aside from its great palatability, meat is necessary in the daily diet because it is a rich source of the highest quality protein. You can always fit meat into the limited budget because the lean meat in the less tender cuts which are the least expensive are just as nutritious as the more expensive tender cuts.

Since a large part of the weekly food budget is spent for meat, you should know how to select good meat as well as prepare it properly. Basically, there are three aids which can help you in buying meat. They are (1) the inspection stamp, (2) the grade stamp, and (3) the appearance of the meat itself.

The *inspection stamp* is a round purple stamp used to indicate the meat has passed Federal inspection. You can be sure of getting whole-

some, unadulterated meat that comes from healthy animals processed under sanitary conditions when you buy products that bear this mark. Consumer size packages of processed meat products from federally inspected plants always carry the mark of inspection. Most fresh meat cuts and meats ground and packaged in retail stores do not carry the mark even when they have been made from federally inspected products. Usually each primal or major cut is stamped at least once, but when these are further processed into the retail cuts the stamp will not appear on every cut. However, retail stores often advertise their products as federally inspected and will usually demonstrate to the purchaser that they are using federally inspected products if asked to do so.

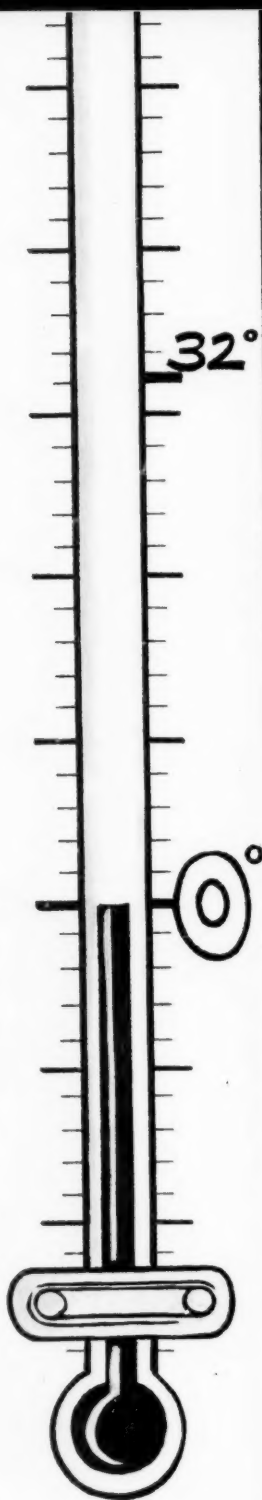
The *grade stamp* runs like a purple ribbon the length of the carcass and designates the quality of the meat. The marking fluid used for this stamp is a harmless food coloring and need not be trimmed from the meat. The top official U.S. grades—Prime, Choice, and Good—are the ones found most frequently at meat counters.

As to appearance, the meat should be bright in color, moist and shiny.

Freezing is a safe, easy way to preserve meats. It is important to select wholesome meat of good quality. Freezing does not improve meat, but it will retain the original flavor, color, and nutritive value if the meat is properly packaged in moisture-vapor resistant material.

Packaging is one of the most important steps in preparing any food for freezing. First label each package so that in the future the label will be able to give any desired information about the food.

As a general rule, the quicker a product is frozen—0° F or lower—the



It is O

By Sara Beck

better its quality. The cells in the fiber retain their normal places. Slower freezing causes moisture from the fibers to form ice crystals between the groups of fibers, and the meat may darken and some of the juices may be lost.

The nutritive value of properly frozen food is nearly equal to that of fresh food. It is in poor preparation that loss of nutritive value may occur. Proper treatment of the food before and after freezing is the homemaker's responsibility; the freezer does the rest.

You may cook frozen meats either with or without previous thawing. When meat is completely or partially thawed, it is cooked in much the same manner as fresh meat. Stewing or braising meats may not have to be cooked as long as usual because of the tenderizing effect of freezing, but solidly frozen roasts require about $1\frac{1}{2}$ times as long to cook as they otherwise would.

Put meat to be frozen in packages to keep it from drying out and to prevent air from entering the closed package and causing oxidation. At low temperature, air is very dry and will absorb moisture from improperly packaged food, leaving it dry, tough, and less flavorful; this condition is known as "freezer burn". Moisture-vapor-resistant packaging materials that permit no moisture to leave or air to enter the package are best.

For certain items it is economical to buy packaging materials that can be re-used. Freezer jars, aluminum and plastic freezer containers, and waxed cartons are a few examples. Sheet wrapping materials are most convenient for some frozen products. These include the moisture-vapor-resistant plastic films, freezer aluminum foil, heavily waxed freezer paper, and laminated papers.

Prepackaged self-service meats may be stored in the freezer for short periods of 1 to 2 weeks in the well sealed store package. For longer freezer storage, overwrap or rewrap with special freezer materials.

You can also satisfactorily freeze poultry at home. The birds should be well fleshed. Poultry may be frozen whole, in halves, or in pieces in order to provide variety and to make it suitable for different uses. It is recommended not to stuff and then freeze whole turkeys and

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chickens at home, because the stuffing frequently does not freeze fast enough to avoid spoilage. Commercial packers use precooled stuffing and special sanitation measures.

Poultry for broiling and frying takes less space in a freezer and is more convenient to use if you cut it into serving pieces and then freeze. Wrap poultry tightly in moisture-vapor-resistant material to prevent discoloration of the skin by drying. Freeze it immediately.

In using your freezer for planned-over meals, there are certain things to remember that will make your meals better. Do not overcook foods that are to be frozen. Foods that are to be heated before serving are best if only partially cooked; meat should be tender but still firm, vegetables slightly underdone.

Use as little fat as possible in gravies and sauces. Fats have a tendency to separate, but if used in smaller proportions, they will recombine when heated. Fried foods are apt to become rancid after one to two months of storage.

Use seasonings sparingly as some of them change during storage

(pepper gets stronger). It is best to add most of the seasoning when reheating.

Package prepared foods in amounts suitable for serving. You may safely refreeze frozen foods that have been thawed if they still contain ice crystals or if they are still cold—about 40° F—and have been held no longer than one or two days at refrigerator temperature after thawing. Thawing and refreezing may lower the eating quality of some foods, particularly fruits, vegetables, and prepared foods. Foods that have been frozen and thawed require the same care as foods that have not been frozen.

Make your freezer work for you. Stock it with a variety of foods so you can have variety in the meals you prepare. Be adventuresome—try different cuts of meat, prepare them in different ways and serve a different kind of delicious, wholesome meat each day.

STORAGE TABLE FOR HIGH QUALITY HOME - FROZEN MEATS AND POULTRY AT 0° F. *

Beef	6-12 months
Lamb and veal	6-9 months
Pork, fresh	3-8 months
Sausage and Ground meat	1-3 months
Cooked meat or poultry—not covered with gravy or other sauces	1 month
Meat Sandwiches	1 month
Chickens	12 months
Turkeys	6 months
Cooked poultry meat covered with broth or gravy	6 months
Cooked poultry dishes	3-6 months

*These products will be safe to eat if stored for longer periods of time, but may lose some of their high quality.

U.S. GRADE STANDARDS FOR FRESH FRUIT AND VEGETABLES: THE FIRST FIFTY YEARS

C&MS' standardization specialists develop and revise standards to keep up with changes in marketing practices and consumer preferences. By Laurence E. Ide

IN 1917, WHEN the late President Herbert Hoover was U.S. Food Administrator, the U.S. Department of Agriculture and the U.S. Food Administration jointly recommended the first United States grades for any fresh fruit or vegetable—for that staple product, potatoes. A four-page leaflet issued that year described the qualities or “standards” required for potatoes to meet U.S. Grade No. 1 and U.S. Grade No. 2.

Grade standards for fresh produce—a means of measuring quality or value that would be useful nationwide—were badly needed for long distance trading by 1917. By that time, producing areas were far from centers of consumption. The city wholesale buyer and the farmer were no longer in direct contact. The grower or shipper could not always count on getting a fair price, and the buyer could not be sure he was getting the quality he paid for.

World War I further disrupted marketing—shortages in Europe increased the demand for U.S. foodstuffs, and at home, Americans complained about the high cost of living. After U.S. entry into the war, the U.S. Food Administration was created to assure adequate supplies of food for ourselves and our Allies and to stabilize prices.

USDA technicians, meanwhile, were working to develop grade standards to be used as a common trading language for fresh fruits and vegetables. In 1913, Congress authorized studies on the marketing of farm products. Workers in the newly created Office of Markets visited major producing areas to study the characteristics of crops and met with growers, shippers, and receivers to work out grade standards that would be practical for all to use.

“Practical” meant setting the standards at levels that would give the farmer a price reflecting the quality he produced—and the con-

sumer a reliable and consistent quality in the products he bought.

When the first standards were established, “U.S. No. 1” was the highest grade—it covered the majority of a crop and meant the product was of good quality. U.S. No. 2 was the lowest quality worth packing for sale and distribution under normal market conditions.

As work on standards progressed, the technicians found that two grades weren't enough to cover all the ranges of quality packed by shippers of some products. Today, the standards include premium grades such as U.S. Extra Fancy and U.S. Fancy for apples. Premium grades normally represent the top 10 to 15 percent of the crop.

In this 50th anniversary year, 153 grade standards are in effect for 82 different fresh fruits, vegetables, nuts, and special products. Standardization, grading, and inspection functions are among the major responsibilities of USDA's Consumer and Marketing Service.

Apples were one of the first fruits for which grades were established. In this old cold storage house, a standardization specialist collected samples for study.



Growing conditions, the nature of the fruit or vegetable itself, how it is harvested, packed, and shipped, buyer demands, whether the consumer buys it because of eye appeal or interior quality—all are considered in deciding what the important quality requirements are for a product and how many grades are necessary to cover the range of quality.

Standardization specialists from C&MS's Fruit and Vegetable Division work closely with the fresh fruit and vegetable industry to develop standards for grades. They revise standards to keep up with changes in marketing practices and consumer preferences, and they establish new standards to fill new needs.

Grade standards for raw products for canning were first issued in 1923, and for raw products for freezing in 1937. After shippers began to pack fresh fruits and vegetables in packages for consumers—carrots in small plastic bags, for example—several special consumer standards were developed. The consumer grades are U.S. Grades A and B, to distinguish them from the long-established basic trading grades. The consumer grades are seldom used.

Use of U.S. grade standards for fresh fruits and vegetables, except in special situations, has always been voluntary. Shippers, receivers, processors, or other interested parties pay a fee for inspection and official certification of the quality of their products if they wish this service.

Between July 1, 1966, and June 30 of this year, more than 51 billion pounds of fresh fruits, vegetables, and nuts were officially inspected. During the same period, in response to requests, C&MS sent out 128,500 copies of grade standards for these products. Many packers and processors use U.S. grade standards in their quality control programs.

Inspection of raw products for processing is increasing (they made up 21 of the 51 billion pounds in-

spected), partly as a result of the increased production and consumption of processed fruits and vegetables. In 1966, on the average, we ate 27 percent more processed vegetables than we did 10 years ago. Our consumption of processed fruits during the same period has outdistanced fresh fruits by 12 percent.

Developing standards for fresh fruits and vegetables requires the same kind of information it did 50 years ago, but standardization specialists have joined the computer age, along with everybody else. A computer can't examine fruits or vegetables at a packing plant or talk to shippers and receivers, but it can save days of work in helping to figure the dividing lines between grades and the necessary and appropriate "tolerances" for each grade.

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Tolerances—allowances for a certain percentage of undergrade products in a lot—are provided for in each grade standard because of practical considerations in packing operations.

U.S. grade standards still serve their original purpose—they help maintain an efficient, effective marketing system and aid in reducing waste and extra costs. Buyers and shippers of apples separated by long distances can make a fair exchange when they know they are talking about the same quality. Onion growers and shippers can reduce costs by not packing off-quality. Citrus packers can pack the exact qualities of fruit that will meet buyers' specifications. And all this can help bring the consumer the product he wants, efficiently, quickly, and economically.

C&MS specialist develops weight standards for special packs of potatoes for restaurants.



*Everyone knows about
life insurance, auto insurance,
and fire insurance . . .*

Ever Heard of Food Insurance?

YOU PROBABLY have never considered it, but as a consumer you're a policyholder of a type of "insurance" that pays off each time you visit your foodstore.

For, on each trip to the store, you can expect to find a regularly delivered supply of quality food waiting for you.

As you wheel your shopping cart through the produce section, take note of the array of fruits and vegetables that are on display.

For these products, "food insurance" coverage starts back at the farm when the grower takes special precautions to make sure the seed he plants develops into a crop ripe for harvest and good eating.

A little further along in the farm-to-market channel there is extended "insurance" coverage for about 30 of these crops—in the form of *Federal marketing orders*. Forty-seven such marketing orders are now in effect, to insure a stable, orderly supply of good quality produce packed in standardized containers.

Included among the crops covered are all—or virtually all—the Nation's fresh citrus fruits, fresh pears, nectarines, olives, raisins, prunes, walnuts, almonds, peanuts, filberts, hops, dates, and a variety of other fruits and vegetables.

Growers initiate Federal marketing orders and design them with cooperation from the U.S. Department of Agriculture. Once voted into effect, committees of growers and handlers recommend specific provisions. Specialists with USDA's Consumer and Marketing Service provide guidance and see to it that marketing order operations are in

the public interest and within the framework of the law.

Written into nearly all the 47 programs are quality clauses—backed up by Federal-State inspection. These provisions keep the less acceptable qualities and less desirable sizes of a crop off the market.

Many marketing orders also have provisions for keeping the supply of a commodity at manageable levels. These provisions are applied by allotting the amounts of the commodity that can be marketed in any week, month, or season—depending on the particular fruit, vegetable, or specialty crop involved. As a result, such hazards as gluts and shortages on the market and erratic price swings are reduced.

Besides these two main types of protection, some marketing orders offer you added benefits—like the results of marketing research and development projects conducted to expand markets for products. Research under the marketing order for dates, for instance, has resulted in the development of dates prepared in a form that are ideal for snacking and for use in such foods as date muffins, date bread, date-nut cakes, date bars, date-nut ice cream, and frozen date cake batter.

With the aid of Federal marketing orders, growers and handlers are thus solving their own marketing problems and *producing for a market*, rather than marketing whatever is produced.

At the same time, you, as a consumer, are covered by "food insurance" that provides continual protection. And no payment of premiums is required.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

NEW C&MS PUBLICATIONS AND FILMS

Here is the quarterly roundup of new publications and films offered by the U.S. Department of Agriculture's Consumer and Marketing Service.

The following publications have come off press since September 1967.

H&G-128, *How to Buy Cheddar Cheese*; H&G-110, *How to Buy Instant Nonfat Dry Milk*; MB-37, *The Story of Cotton*; MRR-668, *Measuring Wool by Staple Length Recorder*; PA-801, *The Perishable Agricultural Commodities Act—Fair Trading in the Fruit and Vegetable Industry*; PA-812, *The Child Nutrition Act of 1966—Closing the Nutrition Gap*. Single copies of these are available free by postcard request from Office of Information, U.S. Department of Agriculture, Washington, D. C. 20250. Please order by number and title.

Other new publications are available free from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D. C. 20250. They are AMG-57, *1968 Acreage-Marketing Guides—Winter Vegetables and Potatoes*; C&MS-15 (revised), *Tobacco Inspection, Market News*; C&MS-57, *Peanut Price Summary, 1940-66*; TOB-LA-11 (part, 2), *Light Air-Cured Tobacco Market Review*.

Two new films are available from the U.S. Department of Agriculture:

Janet and the Genie, a half-hour, color motion picture features Janet, a high school girl, touring the world

of food marketing with the Genie of the Market Place. She learns about C&MS grading and inspection and how to be a better shopper. The film is available on a free loan basis from Office of Information, USDA, Motion Picture Service, Washington, D. C. 20250.

You Can't Teach A Hungry Child, a 1-minute, color TV spot, promotes the use of school feeding by all economic groups. It is available free to TV stations from Office of Information, USDA, Radio-Television Service, Washington, D.C. 20250.

Please indicate the date you want the film and an alternate date.

And please include your ZIP code with all publications or film requests.

1,000 MARKET NEWS REPORTS A DAY

Each day in fiscal 1967, a thousand market news reports flashed valuable marketing information to farmers, businessmen, and marketers—totaling for the year, 400,000 individual reports covering nearly 200 agricultural commodities and each of the main areas where they are grown or sold.

The Federal-State Market News Service, administered by the U.S. Department of Agriculture's Consumer and Marketing Service in cooperation with State departments of agriculture, provides up-to-the-minute information on prices, supply, and demand for agricultural products to farmers, businessmen, and others who need this data.

This information allows the agribusiness community to operate smoothly and equitably.

In fiscal 1967, market news was distributed through: 21 million

printed releases, thousands of radio-television stations and newspapers, and over 20,000 miles of teletypewriter wires leased by C&MS.

Among the new developments during the past fiscal year were:

- Cotton reports in Spanish from three Texas radio stations.
- A daily report on the estimated number of animals slaughtered under Federal inspection.
- A carlot meat trade report for Iowa and surrounding States—covering sales by packers of about a third of the Nation's inspected beef and pork.
- Livestock auction market reports in Iowa, Colo., Tenn., and Ark.
- Cooperative agreements signed with several States, and one agreement signed with Canada for an information exchange on the marketing of dairy products and poultry.

TURKEYS HEAD HOLIDAY PLENTIFUL FOODS

December should prove a merry month for food consumers, for there is a variety of tasty foods awaiting them at their favorite stores.

The U.S. Department of Agriculture's Consumer and Marketing Service has placed always-popular turkeys at the top of its list of foods in plentiful supply, and plentiful foods usually mean budget favoring prices.

Oranges and grapefruit from the new season's crop are on the list, too, along with grape juice, broiler-fryers, and cabbage.

December turkey marketings are expected to run about 4 percent ahead of a year earlier, and cold storage stocks are substantially larger than last December. Market-

ings of broiler-fryers in this festive month are expected to be below the extremely high level of December 1966, but prices are forecast at around year-earlier levels.

There'll be plenty of delicious oranges and grapefruit to satisfy everyone's appetites, as well as excellent supplies of grape juice.

Cabbage winds up the list, as shipments for fresh market and kraut from the early fall States are estimated at nearly a fourth greater than last year's short crop.

USDA BOUGHT 42 MEAT SERVINGS PER SCHOOL LUNCH CHILD

Quartermaster in the battle to close the nutrition gap in the U.S. That's one of many roles assigned to the U.S. Department of Agriculture's Consumer and Marketing Service.

To do this job, in fiscal 1967 C&MS bought 916 million pounds of food. That's between 4 and 5 times as many pounds as there are people in the USA.

This included:

- 386 million pounds of meat and oil products for \$141 million;
- 67 million pounds of poultry for \$21 million;
- 399 million pounds of fruits and vegetables for \$65 million;
- 64 million pounds of dry beans for \$5 million.

C&MS buys food under two separate programs: To take temporary surpluses of perishable foods off the market (helping farmers) for distribution to needy families, schools, and institutions; and to get food for schools in the National School Lunch Program.

For example, the meat bought last year was enough for 42 servings for each child in school lunch programs; but because it takes time to complete all the deliveries, some of the meat is actually being used during the current school year.

But that's not the whole story of USDA's food purchases, nor of food-help.

C&MS also gives cash to schools in the National School Lunch Program, and so do many States and local governments. This helps

schools serve meals below cost to all children taking part—and at still lower prices or free to many children from impoverished families. The schools themselves buy far more food than the Federal government donates to them.

C&MS also helps finance the cost of food stamps, the pilot school breakfast program, and the special milk program.

Another agency of the U.S. Department of Agriculture—the Agricultural Stabilization and Conservation Service—buys dairy and grain products as a part of its price-support programs.

Some of these are donated to voluntary agencies for overseas relief; and some are donated to needy families, schools, and institutions in the USA through the C&MS-administered commodity distribution program.

The amount of food donated in any one year obviously may be more or less than the amount bought for donation because of the time it takes to get the food delivered.

IS USDA GRADED BEEF REPLACING HAWAIIAN LUAU?

Could it be that Hawaiians are turning from luau fare toward the U.S. mainland favorites—USDA Choice roast beef and steak?

In any case, beef grading, a service offered by the U.S. Department of Agriculture's Consumer and Marketing Service across the Nation, has been hanging up new records in Hawaii.

In keeping with the growing beef production in the island State, the amount of beef graded there has jumped from 7.4 million pounds in 1960 to 18.7 million pounds in 1966. During the first six months of 1967, better than 16.5 million pounds of Hawaiian beef got the USDA shield-mark of quality.

The Hawaiian beef industry has been increasing not only its quantity of output but also its quality. In 1966, for the first time, the percentage of Hawaiian beef graded Choice exceeded that graded Good. More Choice grade beef than any other grade has been produced in the United States mainland for many years.

FOOD TIPS

—from USDA's Consumer and Marketing Service

Make a date with sweet 'n' tasty *dates*! This year's crop from palms of the sun-drenched California desert is expected to reach 34 million pounds. You'll find them sliced or whole, with pits in or out. And they are inspected for quality and wholesomeness by the U.S. Department of Agriculture according to standards of the growers' Federal marketing order program. Research under the marketing order has given rise to a new product—diced dates—handy and delicious for snacking and cooking. Look for them now in your foodstore, packed in film bags and plastic cups.

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The versatile, delicious *broiler* is a good choice for dinner by smart shoppers. Broilers are plentiful and can be cooked in a variety of ways. Choose U.S. Grade A broilers—the shield-shaped grade mark indicates a meaty, plump, well-finished bird. Also look for the round USDA inspection mark that assures you of wholesomeness.

Remember to store chicken in the coldest part of the refrigerator and use within several days.

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Appearance has a lot to do with quality when you are selecting *potatoes*. Well-shaped, firm potatoes that are free from blemishes and sunburn (a green discoloration under the skin) are best because you don't have any waste in preparation. Avoid potatoes with large cuts or bruises, and sprouted or shriveled potatoes.

RICE STANDARDS: REVISION FOR PROGRESS

New U.S. standards for rough, brown and milled rice are the first major changes since 1961.

By David M. Pettus

TO MORE accurately describe the product — to provide a more meaningful and useful yardstick of quality — these are reasons the U.S. Department of Agriculture is revising the U.S. standards for rough, brown, and milled (white) rice.

Experts with the Grain Division of USDA's Consumer and Marketing Service consulted at length with members of the rice trade — including producers, processors, merchandisers, and organizations — before revising the standards. This change, to become effective Jan. 1, 1968, is the first major revision of the standards since August 1961.

The standards provide the criteria for quality grading of rice — either a Federal or combined Federal-State service *provided on a fee-for-service basis*. About 60 percent of the total U.S. crop is officially inspected as rough rice; and after the rice is milled, about 75 percent of it is officially inspected before it reaches its final destination.

The revised standards inaugurate a system for classifying rice on the basis of size and shape of the kernel — long, medium, or short. Previously, rice was classified under the U.S. Standards on the basis of variety, such as Bluebonnet or Pearl, which are varieties of long grain and short grain rice, respectively.

A long grain rice kernel is three to four times as long as it is wide. The grains remain separate in cooking and are light and fluffy. Short and medium grain varieties are plump grains that cook tender and moist, with the kernels clinging together.

This new method of classification is expected to help the United States world trade since the rice of other nations is generally classified as long, medium, and short grain.

The United States plays an important part in the world rice trade — more than half of its 85 million hundred-weight annual production is exported. Five States — Arkansas, California, Louisiana, Mississippi, and Texas — produce almost 99 percent of this crop.

The revised standards add one new grade factor — the amount of paddy (unhulled) kernels — to the standards for brown rice. Brown rice has had the hulls removed but not the bran. Under the previous standards, the amount of paddy kernels was not indicated separately from the total amount of seeds and heat damaged kernels — a factor which is one of the quality determinants for brown rice.

In U.S. No. 1 brown rice — the grade normally sold for table use — the new standards permit 20 paddy kernels per 500 grams (about 12,500 kernels), as determined by a hand count. In the other grades, which mainly move in export channels to be milled at destination, the new standards allow 2 percent of paddy kernels (about 400 kernels) per 500 grams. Previously, the limits for total seeds and heat damaged kernels ranged from 25 in grade U.S. No. 1 to 300 in grade U.S. No. 5.

When the rice is milled, at destination, the paddy kernels will be eliminated; experts say, in fact, that the hulls actually aid in polishing the rice during the final milling process.

Other major changes in the rice standards follow:

* The moisture content permitted in all numerical grades of milled rice is reduced from 15 to 14 per cent. This improves its keeping quality and brings it in line with the moisture content allowed in brown and rough rice. Rice with a lower moisture content will store

safely for longer periods. In addition, the special grade of "damp rough rice" is discontinued. All rice with more than 14 per cent moisture is to be assigned the "U.S. Sample" grade.

* When milling yield is shown on grade certificates for rough rice, a factor analysis on large broken pieces is required on all lots except those in which the quality of the large broken kernels are equal to grade U.S. No. 1.

For example, one lot which has high quality whole kernels and high quality large broken should bring a better price than an equal size lot with high quality whole kernels but low quality large broken. And since this true value is to be indicated on the grade certificate, buyers will have a better knowledge of the rice they are purchasing without seeing it.

* The amount of chalky — or nontranslucent, easily-crumbled — kernels allowed in all medium grain rough and milled rice is raised to the amount permitted in medium grain milled rice grown in California. This change provides a more uniform classification for medium grain rice.

The moisture content, the amount of damaged kernels, and the amount of chalky kernels are major quality factors in grade determination. The limits and interpretation of such factors are modernized and improved under the new standards, to better the position of U.S. rice — already known for its cleanliness, uniformity, and high quality.

The author is Director, Grain Division, C&MS, USDA.

The year in review

SERVICE TO CONSUMERS: 1967

Can you imagine having to examine a ton and a half of food and fiber for every man, woman, and child in the United States?

Can you imagine a ton and a half of food and fiber set out for every man, woman, and child in the United States? And someone says, "Your job is to examine all this, report back on the quality, and tell us whether the food is safe to eat. You've got a year to do it."

That gives you some notion of the work done, or supervised by the U.S. Department of Agriculture's Consumer and Marketing Service in grading and inspecting farm products during the last fiscal year.

Actually, there's no simple way to sum up the whole job.

In the case of meat and poultry inspection, it means examining every animal before slaughter, and every part of every animal after slaughter—for meat to be sold across State lines, that is. And it also means again examining the meat and poultry used in pies, canned stews, and other products to be sold outside the State in which they are produced.

In the case of grain, it means inspecting a sample that will represent a whole carload—and perhaps re-inspecting the same lot three or four times as it is moved from train or truck to elevator, to ship for export, etc., because each buyer and seller wants to know what has happened to the grain along the long route to the final user. So, for some commodities the estimates of volume inspected or graded may count the same

product more than once; but an attempt has been made to eliminate the double-counting in the percentage figures used here.

In the year ended June 30, 1967, C&MS specialists or licensees certified the quality, wholesomeness, or both, of a quantity equal to 640 billion pounds of food and fiber.

This includes 580 billion pounds under the grading and voluntary inspection programs, and 82 billion pounds of meat and poultry inspected for wholesomeness under C&MS' consumer protection program.

C&MS inspected 69 billion pounds of meat products, 13 billion pounds of poultry products, and more than a billion pounds of dairy and egg products for wholesomeness.

Two separate USDA programs serve to protect the wholesomeness of the consumer's supply of food—mandatory inspection of meat and poultry and voluntary, industry-financed continuous in-plant inspection of dairy, egg, and fruit and vegetable products.

Last year, C&MS certified the quality or wholesomeness of:

- 85 percent of the fresh meat,
- 87 percent of the poultry,
- 88 percent of the liquid egg products,
- 74 percent of the dried eggs,
- 44 percent of the nonfat dry milk.

Grademarks—to help consumers choose the quality they want—were

found on: 19 percent more turkeys, 12 percent more shell eggs, 8 percent more cheese, and 1.3 billion more pounds of beef, than the year before.

Grading services provide a means—through well-known grade names such as "USDA Choice" and "U.S. Grade A"—for consumers to shop more wisely. Last year, C&MS graded:

- 64 percent of the Nation's beef, for quality, slaughtered in commercial establishments,
- 60 percent of the turkeys,
- 50 percent of other poultry,
- 27 percent of the shell eggs,
- 21 percent of the butter.

Some grading is not apparent to consumers, but this "behind the scenes" identification of quality helps to make marketing more reliable, efficient, and economical. Under such grading programs, C&MS last year graded, or supervised the grading of, 9 billion pounds of cotton, 2 billion pounds of tobacco, 51 billion pounds of fresh fruits and vegetables, and 446 billion pounds of grain.

Grading of these agricultural products included:

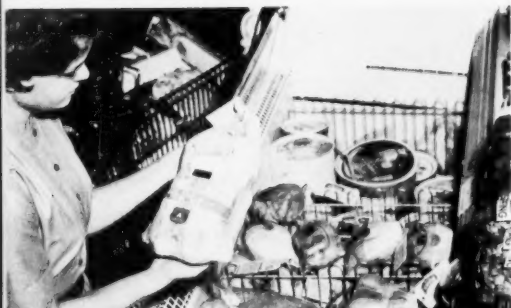
- 40 percent of the canned fruits and vegetables,
- 80 percent of the frozen fruits and vegetables,
- 94 percent of the cotton,
- 96 percent of the tobacco,
- 66 percent of the Nation's grain.

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YE OLDE-FASHIONED DELICIOUS DINNER



Look for the USDA inspection stamp and grade shield when you buy duckling or goose.

REMEMBER THE last film you saw about medieval England, with knights in armor and damsels in distress? Do you recall the omnipresent banquet scene, where one delicious platter of poultry and meat after another was paraded to the table, whetting the appetites of the guests and reminding the viewer that he was hungry too?

Always prominent at these feasts, both historically and in movieland, were roast duck and roast goose, usually glazed and filled with a fruit stuffing.

Of course, you may prefer a turkey for your Christmas dinner. But what about those other holiday evenings when you are entertaining friends with good cheer? Why not prepare a duck or goose, a stimulating change of pace. And unlike our medieval ancestors, you can be sure of getting top-quality meat by using USDA grades to help you buy.

The U.S. Department of Agriculture's Consumer and Marketing Service inspects ducks and geese for wholesomeness and grades them for quality. Inspection is mandatory for all poultry processed in plants which

Try duck or goose for a holiday treat.

ship any product between States. Grading is a voluntary, fee-for-service program.

Ducks or geese carrying the USDA Grade A mark are your best buy. These birds are fully fleshed with a good layer of fat and an attractive appearance.

Ducks are generally put on the market when they are seven or eight weeks old. These ducks are labeled "duckling" or "young duck." Geese also are usually marketed young because weight gained after the first 11 weeks is mostly in the form of fat. These young birds have tender meat and delicate flavor and are especially good for roasting, broiling, frying, and barbecuing.

Both ducks and geese have all dark meat and a larger proportion of fat than chickens or turkeys. When buying duckling or young goose, plan to allow at least one-half pound of weight for each serving.

For ducks weighing 4 to 6 pounds, roasting time is about 2 to 3 hours at 325 degrees Fahrenheit. Geese from 6 to 8 pounds take approximately 3 to 3½ hours at the same temperature, and larger geese, 8 to 12 pounds, require about 3½ to 4½ hours cooking time. These times are suggested for stuffed poultry—unstuffed whole birds may take slightly less time.

A fruit stuffing, oyster stuffing, or nut stuffing (chopped pecans, almonds, and filberts) for these birds are mouthwatering treats. An orange glaze, especially for roast duckling,

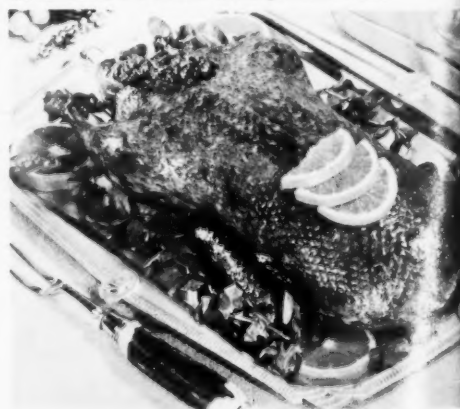
is a delicacy appreciated by connoisseurs for centuries.

A roasted goose requires a special carving technique since the hip joint is located practically on the backbone. Place the goose breast down and move the leg to locate the hip joint. Make a semicircular cut around the hip joint and also run the knife along the backbone. Next, turn the goose breast up and remove the wings. Then, grasping the drumstick, pull it away from the body and cut through the skin between leg and body. Pull the leg out, down, and back from the body to completely separate the hip joint.

Cut-up duck or goose also makes a tasty meal. Small cut-up ducks can be fried or broiled, and small cut-up geese braise well.

For this holiday season, serve a duck or goose. It's a treat you may have overlooked too long.

Roast duck, a delicious holiday-season treat.



agricultural marketing

